



WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

American Rambler Productions
138 Conant Street
Beverly, MA 01915

Contract # 335886

Schedule Dates 10/05/12-10/09/12
Advertiser Mitt Romney for President (5341)
Agency American Rambler Productions (5998)
Product Political - Federal Candidate (1067)
Brand 280 PRES (139176)
Salesperson TeleRep/Philadelphia, Philadelphia (1057)
Sales Office TeleRep/Philadelphia
Buyer Name KINCAID,STEPHANIE
Phone/Fax /
CPE 280
Account Types National/Political
Billing Type Standard
Comments ROMNEY FOR PRESIDENT
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 10/05/12
Last Modified 10/05/12
Entered By Jill Hipskind
CO-OP No
Headline # 06364942
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$10,773.00
Net Total \$61,047.00
Sales Tax

Charlotte (WSOC)
By Broadcast Month
Oct. 2012
Spots 63
Rate \$71,820.00
Grand Total: 63 \$71,820.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/08/12-10/09/12	5	:30	6A- 6:30A (EST)	3	X	X						3	\$850.00	\$2,550.00	Charlotte (WSOC)	2X MAY/DAY	10/5/12
2.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	7A- 8A (EST)	2								2	\$775.00	\$1,550.00	Charlotte (WSOC)	2X MAY/DAY	10/5/12
3.0	Normal Line / Spot	10/08/12-10/09/12	5	:30	7A- 8A (EST)	2								2	\$775.00	\$1,550.00	Charlotte (WSOC)	2X MAY/DAY	10/5/12
4.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	8A- 9A (EST)	2								2	\$725.00	\$1,450.00	Charlotte (WSOC)	2X MAY/DAY	10/5/12
5.0	Normal Line / Spot	10/08/12-10/09/12	5	:30	8A- 9A (EST)	2								2	\$725.00	\$1,450.00	Charlotte (WSOC)	2X MAY/DAY	10/5/12
6.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	9A- 10A (EST)	2								2	\$375.00	\$750.00	Charlotte (WSOC)	2X MAY/DAY	10/5/12
7.0	Normal Line / Spot	10/08/12-10/09/12	5	:30	9A- 10A (EST)	2								2	\$375.00	\$750.00	Charlotte (WSOC)	2X MAY/DAY	10/5/12
8.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	10A- 11A (EST)	2								2	\$375.00	\$750.00	Charlotte (WSOC)	2X MAY/DAY	10/5/12
9.0	Normal Line / Spot	10/08/12-10/09/12	5	:30	10A- 11A (EST)	2								2	\$375.00	\$750.00	Charlotte (WSOC)	2X MAY/DAY	10/5/12
10.0	Revised Line / Spot	10/08/12-10/08/12	4	:30	11A- 12P (EST)	2								2	\$675.00	\$1,350.00	Charlotte (WSOC)	2X MAY/DAY	10/5/12
10.1	Normal Line / Spot	10/08/12-10/08/12	4	:30	11A- 12P (EST)	1								1	\$675.00	\$675.00	Charlotte (WSOC)	2X MAY/DAY	10/5/12
11.0	Revised Line / Spot	10/08/12-10/09/12	4	:30	11A- 12P (EST)	2								2	\$675.00	\$1,350.00	Charlotte (WSOC)	2X MAY/DAY	10/5/12
11.1	Normal Line / Spot	10/08/12-10/09/12	4	:30	11A- 12P (EST)	2								2	\$675.00	\$1,350.00	Charlotte (WSOC)	2X MAY/DAY	10/5/12
12.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	12P- 1P (EST)	2								2	\$375.00	\$750.00	Charlotte (WSOC)	2X MAY/DAY	10/5/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.

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13.0	Normal Line / Spot	10/09/12-10/09/12	5	:30	12P-1P (EST)									1	\$375.00	\$375.00	Charlotte (WSOC)	2X MAX/DAY	10/5/12
14.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	1P-2P (EST)									2	\$375.00	\$750.00	Charlotte (WSOC)	2X MAX/DAY	10/5/12
15.0	Normal Line / Spot	10/09/12-10/09/12	5	:30	1P-2P (EST)									1	\$375.00	\$375.00	Charlotte (WSOC)	2X MAX/DAY	10/5/12
16.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	4P-5P (EST)									1	\$825.00	\$825.00	Charlotte (WSOC)	2X MAX/DAY	10/5/12
17.0	Normal Line / Spot	10/09/12-10/09/12	5	:30	4P-5P (EST)									2	\$825.00	\$1,650.00	Charlotte (WSOC)	2X MAX/DAY	10/5/12
18.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	5P-5:30P (EST)									2	\$850.00	\$1,700.00	Charlotte (WSOC)	2X MAX/DAY	10/5/12
19.0	Normal Line / Spot	10/09/12-10/09/12	5	:30	5P-5:30P (EST)									1	\$850.00	\$850.00	Charlotte (WSOC)	2X MAX/DAY	10/5/12
20.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	5:30P-6P (EST)									2	\$875.00	\$1,750.00	Charlotte (WSOC)	2X MAX/DAY	10/5/12
21.0	Normal Line / Spot	10/09/12-10/09/12	5	:30	5:30P-6P (EST)									1	\$875.00	\$875.00	Charlotte (WSOC)	2X MAX/DAY	10/5/12
22.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	6P-6:30P (EST)									2	\$1,100.00	\$2,200.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
23.0	Normal Line / Spot	10/08/12-10/08/12	4	:30	7P-7:30P (EST)									1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
24.0	Normal Line / Spot	10/09/12-10/09/12	4	:30	7P-7:30P (EST)									2	\$1,200.00	\$2,400.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
25.0	Normal Line / Spot	10/08/12-10/08/12	4	:30	7:30P-7:56P (EST)									2	\$1,200.00	\$2,400.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
26.0	Normal Line / Spot	10/08/12-10/08/12	4	:30	11P-11:35P (EST)									2	\$1,200.00	\$2,400.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12

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Date:

Accepted Station:

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27.0	Normal Line / Spot	10/09/12-10/09/12	4	:30	11P- 11:35P (EST)	1	1							1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
28.0	Revised Line / Spot	10/08/12-10/09/12	4	:30	11:35P- 12:05A (EST)	2		2						1	\$700.00	\$700.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
28.1	Normal Line / Spot	10/08/12-10/08/12	4	:30	11:35P- 12:05A (EST)	1	1							1	\$700.00	\$700.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
29.0	Revised Line / Spot	10/09/12-10/09/12	4	:30	11:35P- 12:05A (EST)	1	1							1	\$700.00	\$700.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
29.1	Normal Line / Spot	10/09/12-10/09/12	4	:30	11:35P- 12:05A (EST)	2	2							2	\$700.00	\$1,400.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
30.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	5:30A- 6A (EST)	1	1							1	\$425.00	\$425.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
31.0	Normal Line / Spot	10/09/12-10/09/12	5	:30	5:30A- 6A (EST)	2	2							2	\$425.00	\$850.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
32.0	Normal Line / Spot	10/06/12-10/06/12	5	:30	7A- 8A (EST)	1					1			1	\$325.00	\$325.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
33.0	Normal Line / Spot	10/06/12-10/06/12	5	:30	8A- 9A (EST)	1					1			1	\$475.00	\$475.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
34.0	Normal Line / Spot	10/06/12-10/06/12	5	:30	12P- 12:30P (EST)	1					1			1	\$275.00	\$275.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
35.0	Normal Line / Spot	10/06/12-10/06/12	4	:30	7P- 7:30P (EST)	1					1			1	\$645.00	\$645.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
36.0	Normal Line / Spot	10/06/12-10/06/12	6	:30	5:30A- 6A (EST)	1					1			1	\$250.00	\$250.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
37.0	Normal Line / Spot	10/09/12-10/09/12	4	:30	8P- 9P (EST)	1	1							1	\$6,800.00	\$6,800.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
38.0	Normal Line / Spot	10/09/12-10/09/12	4	:30	10P- 11P (EST)	1	1							1	\$7,500.00	\$7,500.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12

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39.0	Normal Line / Spot	10/06/12-10/06/12	4	:30	8P- 11:30P (EST)	1						1		1	\$3,500.00	\$3,500.00	Charlotte (WSOC)	1X MAY/DAY	10/5/12
40.0	Normal Line / Spot	10/07/12-10/07/12	5	:30	7A- 8A (EST)	1						1		1	\$300.00	\$300.00	Charlotte (WSOC)	1X MAY/DAY	10/5/12
41.0	Normal Line / Spot	10/07/12-10/07/12	5	:30	8A- 9A (EST)	1						1		1	\$500.00	\$500.00	Charlotte (WSOC)	1X MAY/DAY	10/5/12
42.0	Normal Line / Spot	10/07/12-10/07/12	4	:30	9A- 10A (EST)	1						1		1	\$750.00	\$750.00	Charlotte (WSOC)	1X MAY/DAY	10/5/12
43.0	Normal Line / Spot	10/07/12-10/07/12	5	:30	6P- 6:30P (EST)	1						1		1	\$1,000.00	\$1,000.00	Charlotte (WSOC)	1X MAY/DAY	10/5/12
44.0	Normal Line / Spot	10/07/12-10/07/12	4	:30	9P- 10P (EST)	1						1		1	\$8,500.00	\$8,500.00	Charlotte (WSOC)	1X MAY/DAY	10/5/12
45.0	Normal Line / Spot	10/05/12-10/05/12	4	:30	10P- 11P (EST)	1					1			1	\$4,600.00	\$4,600.00	Charlotte (WSOC)		10/5/12

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REP HEADLINE# 6364942
*** ORIGINAL REV#0 ***

REP: TEL# 610-225-4100 FAX# 610-443-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
OCT5/12 12.06
*** WSOC-TV ***

ADV # ADV. NAME POLI/M ROMNEY/R/PRE/US REP. # OFF. # 220 SALESMAN #
AGY # AGY. NAME AMERICAN RAMBLER PRODUCTIONS BUYER NAME STEPHANIE KINCAID
138 CONANT STREET SALES PRSN PH- NICK WELTE
BEVERLY, MA 01915

ORDER # CONTRACT # 6364942 CLASS. NATL. LOCAL REGIONAL

PRDCT ROMNEY FOR PRESIDENT EST#280 COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES OCT3/12 OCT9/12 WK-1
CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT5/12 12.06

REP: TO JILL
FR JARED
NEW ROMNEY ORDER
TOTAL \$71820
PLS CNF THANKS

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =
AGENCY EST# = 280

1	600A-630A	30	5	\$850.00	10/8	10/9	3			M-TU	3
PROGRAM : NEWS											
CON COM1 : 2X MAX/DAY											
2	700A-800A	30	5	\$775.00	10/8	10/8	2			MON	2
PROGRAM : GMA											
3	700A-800A	30	5	\$775.00	10/9	10/9	1			TUE	1
PROGRAM : GMA											

OCT5/12 12.06

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
4			800A-900A PROGRAM : GMA	30		\$725.00	10/8	10/8	2		MON	2
5			800A-900A PROGRAM : GMA	30		\$725.00	10/9	10/9	1		TUE	1
6			900A-1000A PROGRAM : KELLY	30		\$375.00	10/8	10/8	2		MON	2
7			900A-1000A PROGRAM : KELLY	30		\$375.00	10/9	10/9	1		TUE	1
8			1000A-1100A PROGRAM : DR PHIL	30		\$375.00	10/8	10/8	2		MON	2
9			1000A-1100A PROGRAM : DR PHIL	30		\$375.00	10/9	10/9	1		TUE	1
10			1100A-1200N PROGRAM : THE VIEW	30		\$675.00	10/8	10/8	2		MON	2
11			1100A-1200N PROGRAM : THE VIEW	30		\$675.00	10/9	10/9	1		TUE	1
12			1200N-100P PROGRAM : NEWS	30		\$375.00	10/8	10/8	2		MON	2
13			1200N-100P PROGRAM : NEWS	30		\$375.00	10/9	10/9	1		TUE	1
14			100P-200P PROGRAM : THE CHEW	30		\$375.00	10/8	10/8	2		MON	2
15			100P-200P PROGRAM : THE CHEW	30		\$375.00	10/9	10/9	1		TUE	1

REP HEADLINE# 6364942
 *** ORIGINAL REV#0 ***

REP: TEL# 610-225-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT5/12 12.06
 *** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
16			400P-500P PROGRAM : DR OZ	30	5	\$825.00	10/8	10/8	1		MON	1
17			400P-500P PROGRAM : DR OZ	30	5	\$825.00	10/9	10/9	2		TUE	2
18			500P-530P PROGRAM : NEWS	30	5	\$850.00	10/8	10/8	2		MON	2
19			500P-530P PROGRAM : NEWS	30	5	\$850.00	10/9	10/9	1		TUE	1
20			530P-600P PROGRAM : NEWS	30	5	\$875.00	10/8	10/8	2		MON	2
21			530P-600P PROGRAM : NEWS	30	5	\$875.00	10/9	10/9	1		TUE	1
22			600P-630P PROGRAM : NEWS CON COM1: 1X MAX/DAY	30	5	\$1,100.00	10/8	10/9	2		M-TU	2
23			700P-730P PROGRAM : INSIDE EDITION	30	4	\$1,200.00	10/8	10/8	1		MON	1
24			700P-730P PROGRAM : INSIDE EDITION	30	4	\$1,200.00	10/9	10/9	2		TUE	2
25			730P-800P PROGRAM : ET CON COM1: 1X MAX/DAY	30	4	\$1,200.00	10/8	10/9	2		M-TU	2
26			1100P-1135P PROGRAM : NEWS	30	4	\$1,200.00	10/8	10/8	2		MON	2

OCT5/12 12.06
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27			1100P-1135P	30	4	\$1,200.00	10/9	10/9	1		TUE	1
PROGRAM : NEWS												
28			1135P-1205A	30	4	\$700.00	10/8	10/8	2		MON	2
PROGRAM : NIGHTLINE												
29			1135P-1205A	30	4	\$700.00	10/9	10/9	1		TUE	1
PROGRAM : NIGHTLINE												
30			530A-600A	30	5	\$425.00	10/8	10/8	1		MON	1
PROGRAM : NEWS												
31			530A-600A	30	5	\$425.00	10/9	10/9	2		TUE	2
PROGRAM : NEWS												
32			800P-900P	30	4	\$6,800.00	10/9	10/9	1		TUE	1
PROGRAM : DANCING RESULTS												
33			1000P-1100P	30	4	\$7,500.00	10/9	10/9	1		TUE	1
PROGRAM : PRIVATE PRACTICE												
34			1000P-1100P	30	4	\$4,600.00	10/5	10/5	1		FRI	1
PROGRAM : 20/20												
35			700A-800A	30	5	\$325.00	10/6	10/6	1		SAT	1
PROGRAM : NEWS												
36			800A-900A	30	5	\$475.00	10/6	10/6	1		SAT	1
PROGRAM : GMA SAT												
37			1200N-1230P	30	5	\$275.00	10/6	10/6	1		SAT	1
PROGRAM : NEWS												
38			700P-730P	30	4	\$645.00	10/6	10/6	1		SAT	1
PROGRAM : NEWS												

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39			800P-1130P	30	4	\$3,500.00	10/6	10/6	1		SAT	1
PROGRAM : COLLEGE FOOTBALL												
40			530A-600A	30	6	\$250.00	10/6	10/6	1		SAT	1
PROGRAM : CHRIS MATTHEWS												
41			700A-800A	30	5	\$300.00	10/7	10/7	1		SUN	1
PROGRAM : NEWS												
42			800A-900A	30	5	\$500.00	10/7	10/7	1		SUN	1
PROGRAM : GMA SUN												
43			900A-1000A	30	4	\$750.00	10/7	10/7	1		SUN	1
PROGRAM : THIS WEEK												
44			600P-630P	30	5	\$1,000.00	10/7	10/7	1		SUN	1
PROGRAM : NEWS												
45			900P-1000P	30	4	\$8,500.00	10/7	10/7	1		SUN	1
PROGRAM : REVENGE												
OCT/12 71820.00											CONTRACT TOTAL 71820.00	
											TOTAL SPOTS 63	

MARKET TOTALS \$231,677 WSOC 31% WBTV 34% WCNC 22% WCCB 13% WJZY 0% WMYT 0% WAXN 0%
 CABL 0%

SVC- NSI
 DEMOS- RA35+*